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Cognetta of Choyce Peterson negotiates 2,200 s/f office lease

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1037 East Putnam Avenue - Riverside, CT

Riverside, CT Choyce Peterson, Inc. has completed negotiations for a new lease on behalf of a consortium of lawyers (Greenwich Attorneys) for 2,200 s/f at 1037 East Putnam Ave. Adam Cognetta, vice president at Choyce Peterson, represented the Greenwich Attorneys. Diane Roth, senior sales executive of Allied Property Group, represented the landlord, Sutton Land LLC.

Morris Barocas, Michelle Lee Beltrano and Ella Cohen had separately established law practice interests in lower Fairfield County, but felt they could further enhance their respective businesses by combining their individual needs for space collectively. This would allow them to lease a larger, nicely-appointed office for them and their staff, and increase their respective businesses with referrals from their complementary legal practices. Barocas has a focus on real estate law and met Cognetta through a referral from a mutual contact in the industry. With a need identified, Cognetta set to work searching the Greenwich area for class A and B buildings that could accommodate three businesses in one, addressing different client and access needs.

Adam Cognetta,
Choyce Peterson

Diana Roth,
Allied Property Group

Cognetta prioritized properties that were centrally located with highway access and handicap accessibility. The Greenwich Attorneys all agreed that the space offered at 1037 East Putnam Ave. presented the best scenario for them with its convenience to I-95, signage along Rte. 1 and parking.

Cognetta then went to work negotiating a lease complete with built-in renewal options, including landlord-funded improvements and office reconfigurations. Cognetta negotiated the timing of planned base building improvements and site work to coincide with the attorneys' move-in date. This included paving the driveway and parking area, and lobby renovations. Free rent and an aggressive rental rate were also an integral part of the deal.

Barocas said, "Adam was very patient and tactful in his negotiations, both in complying with the needs of three attorneys with three distinct practices, as well as understanding ownership's motivations. He showed unwavering responsiveness and professionalism, helping us to keep on task as we surveyed the market. Ultimately, Adam creatively incorporated lease concessions and renewal options into a fair agreement. We strongly believe our new office space will help each of us to grow our respective practices and we look forward to further establishing our names in Greenwich. Moreover, we would recommend Adam without hesitation to any professional thinking of renewing their lease or relocating in the area."